



Andrés Moreno, JP Rogers, Asher Amanuel, Tracy Yu, Charlotte Allinson

Gateway X

We take AI marketers from insight to equity

www.gateway.xyz



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Meet Our Team:



Asher Amanuel

Finance and Math



Andrés Morano

Finance and Accounting



Charlotte Allinson

Economics & Strategy



JP Rogers

Finance and Accounting

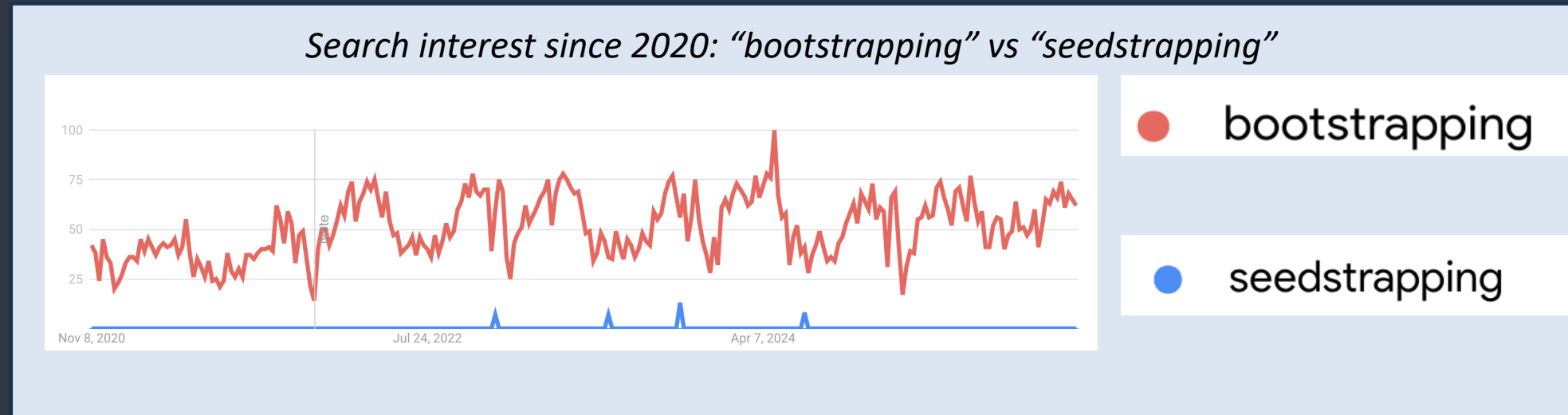


Tracy Yu

Finance and Data Science



This google trends chart shows the search history for *bootstrapping* per day which is about 7,000 – 7,500% more than *seedstrapping* which is almost non-existent.



Even Google doesn't define it yet.

define seedstrapping

The VC Corner
<https://www.thevccorner.com/seed-strapping-startup-funding-strategy/>

Seed Strapping: A Smarter Startup Funding Strategy
Mar 26, 2025 — Seed strapping is a **startup growth strategy** where founders raise a single seed round to build momentum — then grow with revenue instead of ...

People also ask

- What does seed-strapping mean?
- What is the difference between seed-strapping and bootstrapping?
- Why are early stage founders opting to seed strap their startups?
- What does seed funding actually mean?

Feedback

define bootstrapping

Dictionary
Definitions from Oxford Languages · Learn more

boot-strap
/'boʊt, strap/

verb
gerund or present participle: **bootstrapping**

1. get (**oneself** or something) into or out of a situation using existing resources.
"the company is bootstrapping itself out of a marred financial past"
2. **COMPUTING**
fuller form of **boot** (sense 2 of the verb)¹.

See more >

Feedback

While “bootstrapping” is a familiar startup concept, *seedstrapping* is still undefined, literally and culturally.

This awareness gap means even great founders don't realize there's a middle path between bootstrapping and venture capital.

Gateway X's communications challenge isn't as much about convincing founders the model works, rather it's making sure they **know it exists**.

This lack of awareness highlights Gateway X's core challenge: before founders can apply, they first need to understand what *seedstrapping* is and why it redefines how early-stage companies grow.



Most founders do not know what seedstrapping is or who Gateway X is, making it hard for the right entrepreneurs to connect with the right opportunity.

AI founders are constantly looking for funding, mentorship, and community, but Gateway X's unique seedstrapping model is still unfamiliar in the market.

Without clear messaging about what seedstrapping means, and how Gateway X differs from typical accelerators or VCs, top-tier founders may overlook the program entirely.

If this awareness gap continues, Gateway X risks missing the best early-stage marketing AI founders who would otherwise thrive under its model of autonomy, mentorship, and traction-first growth.





Gateway X's Unique Value

Founder Control & Sustainable Growth

- Builds **profitable, founder-owned** companies, not fundraising machines.
- Focuses on **traction, execution, and revenue** before valuation.
- Gives founders **real operational mentorship**, not just capital.

A better alternative to traditional accelerators

- **Launches 1–2 companies / year for deep collaboration:**
- Fewer startups means every founder gets hands-on partnership and meaningful support, not just a spot in a crowded cohort.
- Gateway X works side by side with founders, from ideation to traction, utilizing their vast resources.
- **Prioritizes long-term success & profitability:**
The goal is traction, not headlines. Gateway X helps founders create sustainable, revenue-driven businesses that last.

Gateway X = Fewer Startups. Deeper Partnerships. Stronger Outcomes.



*“We take AI marketers
from insight to equity.”*



Solution Overview

1

Issue Press
Releases in 4
Publications

2

Publish
Advertisements
in 4 Marketing
publications

3

Create a
Seedstrapping
Website for
Prospective
Founders to Visit



Issue a Press Release

Build legitimacy and awareness for Gateway X's seed fund



Why a Press Release:

Longevity

- Lasts 12+ months; 30% of businesses get coverage after one year

Credibility

- Studies show press releases earn 3x higher citation rates from trusted journalist sources than standard marketing content.
- The press release establishes Gateway X as the de facto seedstrapping solution

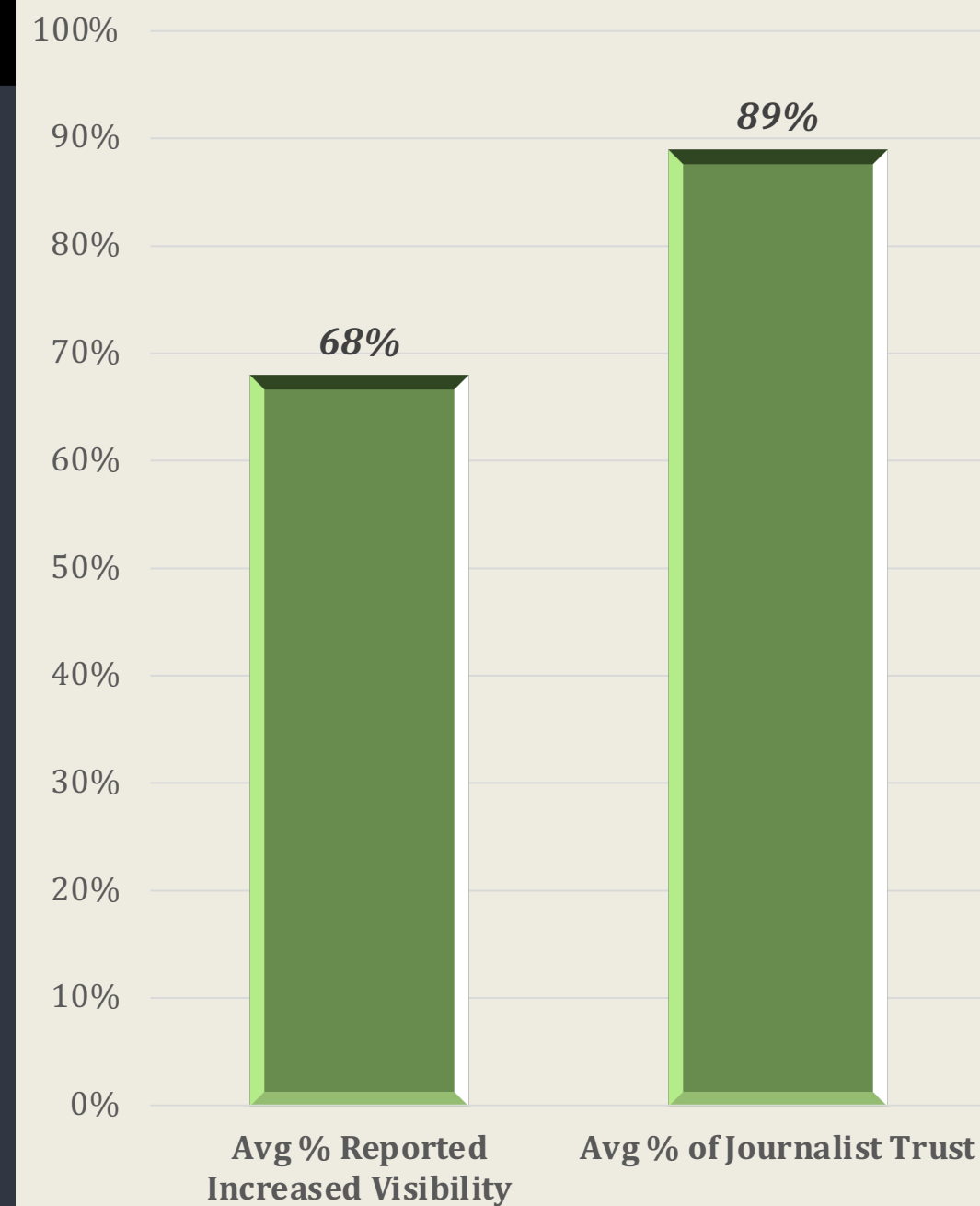
Search Engine Optimization SEO

- Press Releases provide permanent back links and increases Gateway X engagement with age

Now Is The Time

- 37% use generative AI for content optimization (up 9% YoY), Gateway X can take advantage of the surge in AI marketing founders

Press Release Benefits





Press Release Publications

Which Publications?

Business Wire – leading global distribution platform that ensures press releases reach top media outlets and marketing professionals, providing broad industry exposure and credibility among decision-makers driving innovation and growth.

Reach: millions, releases are distributed to over 100,000 media outlets and approximately 92,000 journalist subscribers, and direct views from their own sites and feeds accounting for 85% of a release's traffic¹

PR Newswire – Offers extensive targeting options for marketing, advertising, and tech sectors, with distribution to major business and trade media.

Reach: millions, over 440,000 newsrooms, websites, direct feeds, and influencers worldwide²

Marketing Dive – Focused on digital marketing trends and insights, reaching senior marketing leaders and brand strategists.

Reach: Over 511,500³

Campaign US – Highly respected among marketing and creative professionals, offering strong visibility within the advertising and brand strategy community

Reach:

¹ https://www.communiquepr.com/press-release-metrics-that-matter-business-wire-edition/18684/#:~:text=According%20to%20a%20Business%20Wire%20representative%2C%20direct,next%20release%20*%20Adjust%20your%20strategy%20accordingly

² <https://www.cision.com/pr-distribution-and-placement/prnewswire/#:~:text=440%2C000+%20Newsrooms%2C%20Websites%2C%20Direct,9%2C000+%20Digital%20Media%20Outlets>

³ <https://www.marketingdive.com/press-release/get-started/#:~:text=Each%20press%20release%20is,391%2C000industry%20leaders>

Press Release Mockup



- **Targets specific founders:** The tone appeals to *driven, independent entrepreneurs* who value autonomy, purpose, and long-term growth, not just profit. Also clearly specifies that Gateway X is searching for AI Marketing founders.
- **Clarifies seedstrapping:** Clearly defines *seedstrapping*, making Gateway X's new model easy for readers to understand and differentiates from traditional funding.
- **Emphasizes founder partnership:** Phrases like “building with them, not just betting on them” reinforce Gateway X's collaborative approach, aligning with the audience's desire for support.
- **Positions Gateway X as innovative:** Our key message: “From Insight to Equity,” highlights Gateway X's strategic edge of practical execution combined with visionary leadership.
- **Uses pathos & ethos:** Mentions of “trust,” “purpose,” and “long-term impact” connect to founders' intrinsic motivations rather than transactional goals.
- **Readable and scannable:** Uses short paragraphs and bolded headers (“Why AI Marketing Founders,” “From Insight to Equity”) to organize information for quick comprehension by both media and founders.
- **Call to action and credibility:** Ending with a clear website link and contact reinforces legitimacy and provides a next step for interested readers.

FOR IMMEDIATE RELEASE

Gateway X Introduces “Seedstrapping” to Empower AI Marketing Founders

November 15, 2025

Gateway X, the venture studio known for building and backing founder-led startups, today announced the launch of its **Seedstrapping Initiative**, a new early-stage funding model that blends the independence of bootstrapping with the strategic support of seed funding.

The initiative's first focus is AI marketing founders, innovators using artificial intelligence to redefine creativity, content, and customer connection.

“We believe the next wave of marketing innovation will come from founders who understand both people and performance,” said a Gateway X representative. “AI is transforming how brands communicate, but the best marketing will always remain human. Our goal is to back founders who care about purpose, relationships, and long-term impact, not just valuation.”

From Insight to Equity

Gateway X's mission is to take AI marketers from insight to equity. The new Seedstrapping model offers founders more than funding. It provides hands-on partnership, mentorship, and operational support to launch faster and scale sustainably.

Rather than chasing inflated valuations or short-term growth, Gateway X's emphasizes long-term relationships, ethical innovation, and sustainable value creation.

“Seedstrapping is about giving founders the tools, trust, and time to grow real businesses,” said Jordan Ellis, Partner at Gateway X. “We're building with them, not just betting on them.”

Why AI Marketing Founders

As artificial intelligence reshapes the marketing industry, Gateway X sees an opportunity to empower a new generation of creators — marketers who are turning their day-to-day insights into AI-driven platforms and solutions.

By focusing on this intersection of creativity and computation, Gateway X is uniquely positioned to support founders who know marketing's challenges firsthand — and want to solve them with technology.

About Gateway X

Gateway X is a venture studio and seed investor focused on building and backing companies led by founders who care deeply about people, product, and purpose. Based in St. Louis, Gateway X operates at the intersection of creativity, technology, and entrepreneurship.

For more information, visit www.gateway.xyz or follow Gateway X on LinkedIn or X (Twitter).

Press Contact:
Alex Monroe
Communications Manager
Gateway X
press@gateway.xyz

Post Advertisements in 4 Different Publications to Boost Brand Awareness

Further expand Gateway X's reach by publishing ads in 4 new publications.

In the advertisements

- Define what *seedstrapping* is and who it is for
- Highlight Gateway X's unique value that it can bring to entrepreneurs
- Include Gateway X's key message: *We take AI marketers from insight to equity.*

Advertisement purpose

- According to WebFX¹, ads can increase brand awareness by 80%
- According to McKinsey², emails are 40 times more likely to acquire customers than social media
- Drives founders towards Gateway X's seedstrapping webpage for partnership opportunities and more information
- The new publications allow Gateway X to reach a wider audience

Run a *weekly* advertisement

- Post advertisements in the 4 different publications' newsletters to subscriptions
- Ensures viewers, and specifically AI marketers, consistently see Gateway X's name
- According to OWOX³: "A good Ad Frequency typically ranges from **1 to 3 per week**. This level often delivers message recall without causing ad fatigue."
- Builds brand awareness and recognition

¹ <https://www.webfx.com/digital-advertising/statistics/>

² <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/why-marketers-should-keep-sending-you-emails>

³ <https://www.owox.com/marketing-metrics/ad-frequency>



Ad Publications

The best 4 publications to reach AI marketers digitally:

Which Publications?

Digiday – Leading source for digital marketing, media, and advertising news.

Why: Reputable industry name that adds legitimacy and visibility.

Reach: 1.3M users (sources) write out (no link)

Ad Age – Authoritative voice for advertising and marketing insights.

Why: Recognized industry rankings strengthen Gateway X's reputation.

Reach: 2M users

Adweek – Premier publication on advertising, marketing, and media.

Why: Trusted for high-profile events that drive credibility and engagement.

Reach: 6M users

Marketing Brew – News and trends for younger marketing professionals.

Why: Expands reach to emerging marketers aligned with our target audience.

Reach: 22M monthly readers / 4M newsletter subscribers

Advertisement Mock-up

- **Uses Gateway X's logo:** consistent with the brands style
- **Define:** seedstrapping and Gateway X's new seed fund
- **Use bolded short sentences:** to highlight and emphasize our key concepts
- **Clarify:** the seed fund is for **AI marketers**
- **Utilize key message:** to seal the ad with the emotional and conceptual essence of Gateway X's brand.
- **Clear call to action:** "Learn more at gateway.xyz"



Seedstrapping: Where AI Marketing Founders Keep Control and Build Profitably

A new model by Gateway X — helping AI marketing founders turn ideas into profitable, founder-owned companies without giving up equity too early.

**You don't need another accelerator.
You need a partner who builds with you.**

We invest early, work hands-on, and help founders validate, launch, and scale with **real customers** — not investor pressure.

Because the next generation of AI marketing leaders will be defined by what they build

Gateway X — *We take AI marketers from insight to equity.*

Learn more at gatewayx.com/seedstrapping

Clear call to action.
Neon color draws attention.

Website Expansion



Create a web page on the existing Gateway X website dedicated to the seed fund

- Purpose: Convert interested founders into potential partners by providing clear, accessible information on Gateway X's main digital hub.
 - Currently no web page or any part of the website explains the seed fund
- Serves as a hub for information and applicants
- Founder led to the web page from the press release and the ads
- Complements the press release and ads by offering more depth and credibility
- Web page includes:
 - Gateway X's definition and explanation of "seedstrapping"
 - Show how Gateway X can add value to founders with their seed fund
 - Demonstrate Gateway X's founder-first brand identity
 - Highlight success stories
 - Provides a place to "apply now"



Website Mock-up

Clarifies the fund's purpose and audience.

Show Gateway X's unique model and define **seedstrapping**.

Builds **credibility** through founder voices. Uses social proof to reinforce legitimacy.

Gateway X Seed Fund

We take AI marketers from insight to equity.

The GatewayX Seed Fund supports early-stage AI marketing founders who are building companies. We invest in businesses focused on long-term profitability, not short-term valuation.

What is Seedstrapping?

Seedstrapping is Gateway X's approach to building companies that grow through traction before heavy fundraising.

It blends the best of bootstrapping, autonomy, focus, and execution, with the strategic resources of an early-stage fund.

You keep ownership and creative control while accessing capital and mentorship.

What we do for you.

We provide early funding, mentorship from experienced founders, and operational resources to help you move from idea to revenue.

Why Choose Gateway X?

- **Founder-first philosophy** - We invest in people before valuations.
- **Founder experience** - Immense past work working to help founders
- **Hands-on support** - Operational, legal, and marketing help.

"Quotation from past founders about their amazing experience"

"Quotation from past founders about their amazing experience"

"Quotation from past founders about their amazing experience"

[Apply Now](#)

Key message: Immediately grabs attention with action-oriented tone.

Illustrates Gateway X's value.

Highlights what sets Gateway X apart from competitors.

Clear call to action. Neon color draws attention.



Implementation Costs → EDIT NAME

Our financial projections show steady growth, supported by an aggressive market expansion and strategic partnerships.



Press Release

Estimated Cost

\$1000-2,000

Dependent on reach of
press release service/One
time cost



Ad Campaign

Expected Cost

Variable between \$15,000 –
\$20,000

Monthly Costs



Website Expansion

Estimated Cost

\$1,000-\$3,000

One time fee

Cost Breakdown



The variable costs are due to many factors including reach, newsletter, services outsourced, etc.

Press Release: While writing the press release itself and releasing it on social media is free, if Gateway X wants to release it to certain press release distribution services, the cost varies. Costs are dependent on word count (fee of \$230 per additional 100 words) plus a base fee of ~\$940 for the first 400 words. In total, if Gateway X were to use about 500 words in their press release, they can expect to pay ~**\$1170** per publication (4 publications: Total = \$5000 ± \$400).

Ad Campaign: Based on direct quotes provided by a specific publication, advertisement costs fall between, **\$3,000 - \$5,000**. Based on a quote from AdWeek, for \$5,000 you receive space for an image/logo as well as 550 words. Due to AdWeek being larger than many of the other publications we are using, we can assume some of the publications will cost less. So 4 newsletters at a maximum of \$5,000 will cost no more than **\$20,000** per month.

Website Expansion: Using Gateway X's pre-existing, developed website framework, we speculate costs will remain consistent with current site maintenance practices (including employees salaries).



~\$25,000*

*What Gateway X can expect to pay for the full implementation of our recommendation (Press Release + Ads + Website)



Appendix





Newsletter Products

ADWEEK AI, Tech & Money Weekly

AI, Tech & Money covers the intersection of artificial intelligence, emerging technology, and the business forces shaping them – from groundbreaking research and infrastructure shifts to the investors, startups, and strategies driving the next wave of innovation. Each issue breaks down how new AI developments translate into real economic impact, market opportunities, and competitive advantage across industries.

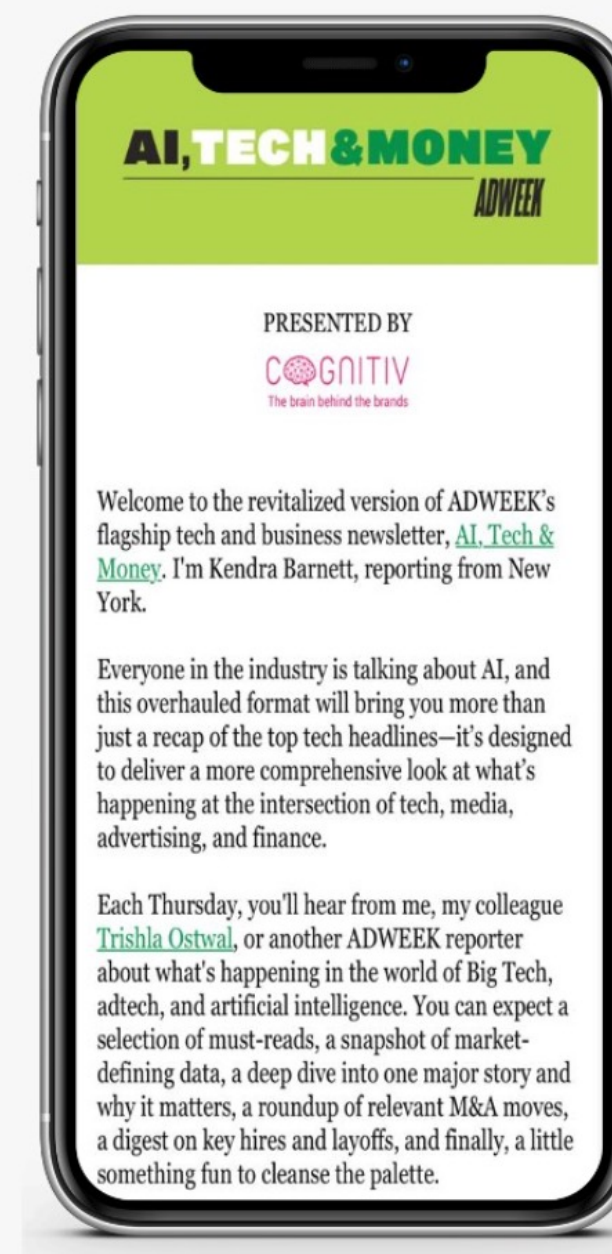
Audience

- Media buyers and agencies making adtech decisions
- Brand marketers navigating AI and platforms

100% SOV Sponsorship includes:

- Presented by Logo (Specs: 180x36)
- OPTION I: Banner Ad (Specs: 970x550)
- OPTION II: Native Ad
 - Header Image (Specs: 548x300)
 - Text (Header: 50 Character Max / Body: 500 Character Max)

Rate: Tech & Money Weekly – 1x/Week, 32K Weekly Sends – \$5,000



ADWEEK

Note: All opportunities (including rates, guarantees, and program details) are pending final approval and subject to change. Image mockup for presentation purposes only.